



**John Greco Keynote – DMA CEO**

**Notes taken by Chris Maloney – [www.maloneyonmarketing.com](http://www.maloneyonmarketing.com)**

What has not changed is businesses need for marketing

2009 – 54% direct and 49% indirect

We have the ability to make every marketing offer in every channel personalised

Data and analytics are the currency and they are the DNA of the DMA

Behavioural advertising is under the microscope – decision between self regulation or federal law

Relevance + Responsibility = Results

The misinformed have the potential to do the most harm

DMACHoice.org (category opt out mail preference service)

Multichannel is the focus of Echo award winners

iDirect Leadership Committee (ADMA MultiChannel Acquisition Council equivalent)